

## Why Use a Broker?

There are three (3) channels to purchase personal and business insurance, Brokers, Agents and Direct Writers.

Agents & Direct Writers sell insurance for a single insurance company, representing the interests of that company and selling its products. Either your risk and coverage needs both fit their line of product offerings and suit the appetite of that insurance company, or it does not. The price they offer either fits your budget, or you must move on. So much for building a long term relationship.

The fact is that in your lifetime you will have many different insurance needs, and there will be times that your coverage needs are complicated and varied. Your assets and related coverage requirements will grow and change and shrink over your lifetime. You may go through difficult patches in your insurance history where you need the assistance of moving to “grey market” to achieve affordable pricing or to get coverage at all. You may have a time in your life where you own a number of properties (e.g. home, cottage, rented condo) and related “toys” (snowmobile, boat, ATV), or are building your dream home, or trying your hand at that hobby farm you always wanted. You might find yourself suddenly needing to cover the assets of a parent’s estate while you go through the difficult task of settling it, or to separate your assets and therefore your insurance when a marriage ends. There may be a time that you need to find a way of spreading out payments or simply slashing costs while you go through a rough financial patch. You may need to cover a start up business in your home and then continue to cover it as it grows into a thriving, changing business operated on its own premises, complete with employees and international customers.

Your broker can and will arrange coverage and sensitively handle all of the above scenarios, and so much more, because a broker represents a variety of markets carefully chosen to address every need in their clients’ lifetime of insurance.

Brokers not only have the markets and products to address a broad spectrum of insurance needs, they also have the experience to go along with it because they deal with these changing issues for their clients every day, year after year, shopping for their clients throughout a wide variety of insurance markets and product offerings, always seeking the best possible deal for you. This experience also means that a broker can identify exposures arising out of your changing circumstances, explain them to you and find you a way to cover that exposure through insurance or risk management.

With every purchase of insurance there are choices to make. Brokers believe that an educated customer makes good choices. Brokers have the expertise to educate their customers so that they are empowered to make informed decisions.

Broker confidentiality is also very valuable. We offer our clients a safe place to speak about their concerns before proceeding. For example, if a customer calls to tell us that they dented their bumper on their garden wall while backing out of the driveway (a few

months after they finished settling a claim where they rear-ended someone after sliding on black ice), we can explain that the minor cost to repair the bumper will cost them far less in the long-run if they do it privately because the insurance company will treat this as their second at-fault collision which will cause their pricing to skyrocket for at least five (5) years. Again, an informed decision is the right decision.

The reason insurance is purchased is to cover claims when they arise. Sometimes claims don't go as smoothly as you would like. Your broker, unlike agents and direct writers, is working for you. We are there to assist you when you need a claims intermediary.

A broker makes money by keeping you as a happy customer over a long period of time. That means that we know you and your changing risk. When you call us you are not a number or a flashing light in a call centre. You are our primary concern and our goal is to ensure that you are:

- Properly educated about your insurance options and responsibilities;
- Offered the best possible insurance coverage at the most competitive price we can find within the markets we represent;
- Supported throughout the claims process;
- Treated with respect and confidentiality when you call us with questions and concerns.

Why use a Broker? We believe you should because your very best insurance is an insurance broker.